

AMERICA'S MOST POPULAR TV SHOW

is behind this exciting Father's Day Promotion



"I LOVE LUCY"

Starring LUCILLE BALL and DESI ARNAZ

HIGHEST RATING! More people watch "I Love Lucy" than any other single show since the advent of television. This great Philip Morris program is seen by more than 35 million people every week. It is now America's Number One Television Program!

REACHING NEW SMOKERS! Thousands of new smokers are being reached every week by "I Love Lucy." And now Lucy and Desi—voted the most popular Mother and Father team on TV by Radio-TV Mirror Magazine—are being starred in a complete Father's Day Promotion. Let them serve you! Use the coupon today!

—to help sell more PHILIP MORRIS for YOU!

"I Love Lucy" starring Lucille Ball and Desi Arnaz is the most popular television show in America today! And now Lucy and Desi are

going to work for you! Yes, this popular couple are going to remind your customers to buy cigarettes of Philip Morris for Father's Day.

FREE! This colorful display featuring the stars of "I LOVE LUCY"

Twins with this exciting promotion. SEND FOR A FREE PACKAGE OF FATHER'S DAY PROMOTION MATERIAL. You'll get one box, colorful cards, stickers, etc., which measures 30" x 30". You'll receive sheet signs and ration dashes. Also—mail-in drop-in newspaper ads. It's all FREE! Use the coupon below!



MAIL THIS COUPON TODAY!

PHILIP MORRIS
100 Park Avenue,
New York 17, N. Y.
Father's Day Dept.

Yes! We want to mail-in with Lucille Ball and Desi Arnaz on a Father's Day Promotion to sell cigarettes. Please send us enough material for _____ sheets.

Name: _____

Address: _____

City: _____

State: _____